



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Mentzer Media Services
210 W Pennsylvania
Suite 250
Towson, MD 21204

Contract # 3068659

Schedule Dates 10/17/17-10/23/17
Advertiser John Adams for Virginia Attorney General-R (118530)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand VA/Attorney General/Rep (957811)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 389/472/5083
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 10/13/17
Last Modified 10/13/17
Entered By Tiffany Lewis
CO-OP No
Headline #
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,645.00
Net Total \$54,655.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2017	69	\$64,300.00
Grand Total:	69	\$64,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/17/17-10/20/17	2	:30	6A- News-Good Morning Washington at 6a			1	1	1	1			4	\$1,000.00	\$4,000.00	Washington (WJLA)		10/13/17
2.0	Normal Line / SPOT	10/17/17-10/20/17	2	:30	7A- ABC-Good Morning America			2	2	2	2			8	\$1,000.00	\$8,000.00	Washington (WJLA)		10/13/17
3.0	Normal Line / Access	10/17/17-10/20/17	2	:30	7:30P- Jeopardy			1	1	1	1			4	\$3,000.00	\$12,000.00	Washington (WJLA)		10/13/17
4.0	Normal Line / Access	10/17/17-10/20/17	2	:30	7P- Wheel Of Fortune			1	1	1	1			4	\$2,000.00	\$8,000.00	Washington (WJLA)		10/13/17
5.0	Normal Line / SPOT	10/17/17-10/20/17	2	:30	4P- News-ABC 7 News at 4p			2	2	2	2			8	\$450.00	\$3,600.00	Washington (WJLA)		10/13/17
6.0	Normal Line / SPOT	10/17/17-10/20/17	2	:30	12P- News-ABC 7 News at Noon			2	2	2	2			8	\$500.00	\$4,000.00	Washington (WJLA)		10/13/17
7.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	11P- News-ABC 7 News at 11p				1		1			2	\$1,100.00	\$2,200.00	Washington (WJLA)		10/13/17
8.0	Normal Line / SPOT	10/23/17-10/23/17	2	:30	11P- News-ABC 7 News at 11p		1							1	\$1,100.00	\$1,100.00	Washington (WJLA)		10/13/17
9.0	Normal Line / SPOT	10/23/17-10/23/17	2	:30	6A- News-Good Morning Washington at 6a		1							1	\$1,000.00	\$1,000.00	Washington (WJLA)		10/13/17
10.0	Normal Line / SPOT	10/23/17-10/23/17	2	:30	7A- ABC-Good Morning America		2							2	\$1,000.00	\$2,000.00	Washington (WJLA)		10/13/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Weekly/Irregular

Comments

Separation: 30

Date Entered

10/13/17

Last Modified

10/13/17

Entered By

Tiffany Lewis

CO-OP

No

Headline

Demo

A35+

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$9,645.00

Net Total

\$54,655.00

Sales Tax

Washington (WJLA)

By Broadcast Month

Spots

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11.0	Normal Line / Access	10/23/17-10/23/17	2	:30	7:30P- Jeopardy		1							1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/13/17
12.0	Normal Line / Access	10/23/17-10/23/17	2	:30	7P- Wheel Of Fortune		1							1	\$2,000.00	\$2,000.00	Washington (WJLA)		10/13/17
13.0	Normal Line / SPOT	10/23/17-10/23/17	2	:30	4P- News-ABC 7 News at 4p		2							2	\$450.00	\$900.00	Washington (WJLA)		10/13/17
14.0	Normal Line / SPOT	10/23/17-10/23/17	2	:30	12P- News-ABC 7 News at Noon		2							2	\$500.00	\$1,000.00	Washington (WJLA)		10/13/17
15.0	Normal Line / SPOT	10/17/17-10/20/17	2	:30	Orbit- [P]Hot Bench(Tu We Th Fr), [P]Hot Bench 2(Tu We Th Fr)			1	1	1	1			4	\$400.00	\$1,600.00	Washington (WJLA)		10/13/17
16.0	Normal Line / SPOT	10/23/17-10/23/17	2	:30	Orbit- [P]Hot Bench(Mo), [P]Hot Bench 2(Mo)		1							1	\$400.00	\$400.00	Washington (WJLA)		10/13/17
17.0	Normal Line / SPOT	10/17/17-10/20/17	2	:30	5P- News-ABC 7 News at 5p			2	2	2	2			8	\$550.00	\$4,400.00	Washington (WJLA)		10/13/17
18.0	Normal Line / SPOT	10/23/17-10/23/17	2	:30	5P- News-ABC 7 News at 5p		2							2	\$550.00	\$1,100.00	Washington (WJLA)		10/13/17
19.0	Normal Line / SPOT	10/17/17-10/20/17	2	:30	6P- News-ABC 7 News at 6p			1	1	1	1			4	\$700.00	\$2,800.00	Washington (WJLA)		10/13/17
20.0	Normal Line / SPOT	10/23/17-10/23/17	2	:30	6P- News-ABC 7 News at 6p		1							1	\$700.00	\$700.00	Washington (WJLA)		10/13/17
21.0	Normal Line / SPOT	10/22/17-10/22/17	2	:30	11:00:26P- News-ABC 7 News at 11p								1	1	\$500.00	\$500.00	Washington (WJLA)		10/13/17

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